Marketing to Today’s Millennial Mom

How the Florida Department of Citrus showcases the “Amazing Inside” Florida Orange Juice, the state and the industry

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Millennial Moms
Connecting On-The-Go

• 80% of Millennial Moms look at phones before getting out of bed

• 60% of Millennial Moms have their phone in their hand while shopping

• 51% search for recipes while shopping

• 46% text / share photos or videos to friends for opinions
Living Through Social Media

• Leverage 3.5 social media platforms and an average of 8 hours online a day

  - [Instagram]
  - [Pinterest]
  - [Facebook]

• 74% are sought after for advice and share with on average, 24 friends

• 50% look to social media at least once a day for parenting advice
A New Shopping Experience

prime now

amazon fresh

instacart

SHIPT™

Blue Apron

Hello FRESH
are interested in knowing where their food comes from.

think about how food is grown and raised as they grocery shop.

purchase decisions are affected by knowledge of how food is grown and raised.
Entertainment On Demand

- Amount of time consumers are spending watching television continues to decline
- In the last 5 years, consumers 18-24 have reduced their traditional viewing time by 40%
- 39% watching digital video vs. 29% watching live TV
Engaging Our Millennial Mom Audience
Delivering Through Content

Grower Profiles

Millennial Mom
Meet the backbone of the Florida economy.
HEALTHY BROCCOLI SALAD WITH MISO ORANGE DRESSING
HEALTHY BROCCOLI SALAD WITH MISO ORANGE DRESSING
Delivering Where They Live
Promoting Through Social Media

Instagram

Florida Orange Juice

 científico

Florida Orange Juice

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When you have a glass of Florida orange juice, you can sip and savor knowing that studies show consumption of 100% orange juice is associated with higher diet quality and increased levels of key nutrients — especially those that most Americans are lacking. [link]

Learn More

Florida Orange Juice

Our Broccoli Salad with Miso Orange dressing is perfect for a healthy lunch or dinner and is an excellent source of vitamin C, potassium and fiber, which can help fight against cardiovascular disease. [link]

Heart Health and Florida Orange Juice

Help Support Heart Health with Florida CJ

Learn More
Retargeting With Nutrition

Our Broccoli Salad with Miso Orange Dressing is perfect for a healthy lunch or dinner and is an excellent source of vitamin C, potassium and fiber, which can help fight against cardiovascular disease.

Engaged with FLOJ content, then retarget Millennial Moms with nutrition messaging
Searching For Florida Orange Juice
A Home For Our Content
Florida OJ Health Benefits

Drinking Florida Orange Juice is not only delicious, it delivers a powerful combination of nutrients, vitamins, and antioxidants that have proven health benefits. From helping to reduce the risk of kidney stones to fighting inflammation, Florida Orange Juice is an excellent choice for overall health. See below to learn more about the benefits Florida Orange Juice provides:

**Cardiovascular Health**

The nutrients and vitamins found in 100% orange juice play a role in maintaining a healthy heart.

**Immune System Support**

The vitamins and minerals found in 100% orange juice support a healthy immune system.

**Skin Health**

The nutrients and antioxidants found in 100% orange juice can help you maintain healthy skin.

**Iron Absorption**

100% orange juice may help your body absorb iron and other nutrients from foods.

**Cognitive Function**

The nutrients and plant compounds in 100% orange juice may have positive effects on cognitive function.

**Respiratory Health**

100% orange juice contains essential nutrients that may improve asthma.
Experience a Florida Orange Grove

Step inside a Florida Orange Grove with a 360 degree immersive video experience. Our Florida Citrus Growers will guide you through their groves and explain how growing citrus is not just a family tradition, it is a way of life. The amazing juice inside Florida Oranges is packed full of essential vitamins and nutrients. It’s not just orange juice, it’s Florida Orange Juice!

Steve Johnson

One of the reasons that Florida Citrus is so special is the conditions in which they grow. Another reason is because of the resilience and ingenuity of the people that grow it. Steve Johnson one of the growers that best...
Influencer Engagement

- **74%** of Millennial Moms are sought out more often than other friends as advisors
- **66%** of moms agreeing that, “things I read on mom blogs are more likely to have an impact over my purchasing decision than any other form of marketing”
- **74%** of moms identified with the statement, “I trust sources such as mom blogs and online communities more than brand advertisements”
Blogger Influencer Engagement

No Added Sugar Orange Creamsicles
May 24, 2018

Quinoa Salad
WITH ORANGE VINAIGRETTE, AVOCADO & ARUGULA

You guys know that a grain salad bowl is one of my favorite easy, portable lunches – they’re filling and satisfying and the variations are endless! This quinoa salad takes it to the next level with orange-infused quinoa and an orange vinaigrette for maximum flavor. Thank you to the Florida Department of Citrus for sponsoring this post.
Millennial Mom Experiences
And It’s Working …

- 86% of Millennial Moms feel **GOOD** about serving 100% Orange Juice to their family
- 2.79% Social Engagement Rate +200% over industry benchmarks
- 83% of Millennial Moms find 100% Orange Juice Healthy
- More than **1.5 billion** Millennial Mom Impressions

86% of Millennial Moms feel **GOOD** about serving 100% Orange Juice to their family.
Delivering Results

ENGAGING OUR Millennial Moms
ENGAGING OUR Millennial Moms
"The best fertilizer in any grove is the owner’s footsteps.”

GROWERS WELCOME